

Education Foundation of Niagara

Identity Reference



Logo

The Education Foundation of Niagara logo was redesigned in 2015. The goal of the redesign was to give the logo a fresh and modern look. This logo should be used on all new print and web materials.

The logo illustration can be viewed as a book (an international symbol for education and learning) or a symbol for growth. The lines appear blooming, all starting from the same point and growing from there.

The coloured logo should be used whenever possible, but only on a white or extremely light-coloured background. If the background is black or dark-coloured, use the white logo. If the background colour is light-coloured, use the black logo.

Logo Guidelines

The Education Foundation of Niagara logo should be a minimum size of 1.25" to ensure that it is readable.

The logo should be kept away from other text or other design elements. This will ensure the integrity of the logo and achieve maximum recognition.

Ensure the logo has a minimum protected space of the height of the letter "f" in the logo.



The logo should always be scaled proportionately. You can scale the logo properly in most programs by holding "shift" down while scaling.



C 0
M 50
Y 100
K 0

R 247
G 148
B 30

PMS 1495

C 35
M 100
Y 35
K 10

R 158
G 31
B 99

PMS 7648

C 100
M 24
Y 0
K 24

R 0
G 116
B 173

PMS 7690



C 55
M 80
Y 0
K 0

R 133
G 82
B 161

PMS 2587

C 50
M 0
Y 100
K 0

R 141
G 198
B 63

PMS 360

C 0
M 0
Y 0
K 80

R 88
G 89
B 91

PMS 425

Colours

The colour breakdowns are above. When creating a print file, use the CMYK breakdowns. When creating a file for the web, use the RGB breakdowns.

Print vendors may ask for the pantone version of your logo or colours. Those are noted above as well.

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Fonts

The Education Foundation of Niagara uses the display font Century Gothic. This typeface is best used for titles, headlines, posters and any copy that would be considered a header.

For body copy like paragraphs or blocks of text, use a readable font like Helvetica or Arial. This handout uses Helvetica.

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Helvetica (Neue)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

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